

Your privacy, the confidentiality, availability, and integrity of your personal data are a priority for us, and we are committed to handling them in a transparent and secure manner.

1. Who is responsible for processing your personal data?

The entity responsible for processing your personal data is SHOPPING PORTUGAL SHPS LDA, headquartered at Rua Pé de Mouro, Lusoworld 1, Arm.4, 2710-335 Linhó, registered at the Porto Real Estate/Commercial Registry, under NIPC 513 172 513.

2. What personal data do we process, for how long, and for what purposes?

We will only process your personal data to the extent necessary to ensure the proper functioning of this website, ensuring you can use all its features and the provision of our services, in accordance with the General Data Protection Regulation ("GDPR"), Law No. 58/2019 of August 8, 2019 (which ensures the implementation of the GDPR in national law), Directive 2002/58/EC of July 12, 2002 (directive concerning the processing of personal data and the protection of privacy in the electronic communications sector), Law No. 41/2004 of August 18 (which transposes Directive 2002/58/EC into national law), and other applicable privacy and personal data protection legislation.

Your personal data will be deleted or anonymized once the purposes that justified their processing cease, except in situations where the law or a legitimate reason justifies or requires their retention for longer periods.

We will provide you with all the information about the processing of your personal data, including the respective purposes, legal bases, categories of personal data involved, and applicable retention periods. We will also provide information about your rights regarding personal data protection and the technical and organizational measures we adopt to ensure your privacy.

1. Creation and management of an online account

If you wish to create an online account on our website, we will process certain categories of personal data – identification data, contact data, and address data – for this purpose. In your personal area, you can consult and rectify the personal data provided, as well as add new personal data; you can also manage your marketing preferences, subscribe to new services, and view your latest orders.

We will only process your personal data in strict compliance with the contract comprising these Terms and Conditions and while you maintain an interest in

keeping your online account active on our website. If you wish to delete it, you should request it by sending an email to info@azora.store. Notwithstanding the above, if you do not log in to our website for two consecutive years, we will delete your online account by the end of that second year (deletion due to inactivity).

2. Purchase of items on www.azora.store

When making purchases on this website, according to the respective Service Policy, your personal data will be processed to (a) present you with the available range of products; (b) ensure the loyalty of your purchases, the use of coupons, the accumulation and redemption of balance if you associate an Azora voucher; (c) issue your invoices; (d) deliver your purchases to the addresses you indicate to us, or in-store, through the "Click & Go" service; (e) send you service communications (e.g., order confirmations, stockout or item replacement information, and website changes); (f) ensure our after-sales service (return and/or exchange of items); (g) enable you to use Card Dá balance; and (h) ensure, through the collection of your Internet Protocol (IP) address, our fraud management process, as well as the security of our website and the transactions made on it.

Regarding your payment data, these will be directly collected by the financial entities involved, being these entities responsible for processing those personal data.

Thus, your personal data will be processed to comply with legal obligations, execute contracts, and for legitimate interests.

Except for billing data, which we must retain for the legal period of ten (10) years, the remaining information will only be processed while your online account remains active, as mentioned in point 1.

Furthermore, depending on the address you provide or the available product range, the entity responsible for issuing your invoices and processing personal data may be SHOPPING PORTUGAL SHPS LDA, headquartered at Rua Pé de Mouro, Lusoworld 1, Arm.4, 2710-335 Linhó, registered at the Cascais Real Estate/Commercial Registry, under NIPC 513 172 513.

3. Informative and Direct Marketing Communications

If you give us your consent when creating your online account, we will also process your personal data to send you informative and direct marketing communications, general or personalized, with the latter based on your purchase history and customer profile, via email and/or SMS.

If you wish to stop receiving these communications, you can do so from your online account (subscription management), by sending an email to info@azora.store (see details in point IV of this Privacy Policy), or by clicking "unsubscribe"/"STOP SMS" in each communication. Notwithstanding the above, if your online account is deleted, we will also stop sending these communications.

If you do not have an online account but want to receive our newsletters via email, you can subscribe to them by giving us your consent. In this case, to stop receiving them, you can send an email to info@azora.store (see details in point IV of this Privacy Policy) or click "unsubscribe"/"STOP SMS" in each communication. Notwithstanding the above, if you do not open a newsletter from us for two (2) consecutive years, we will stop sending them (deletion due to inactivity).

4. Suggestions, Compliments, Complaints, and Information Requests:

If you need to contact us, request information, or submit complaints, suggestions, or compliments, you can do so using the form provided on this website.

In the legitimate interest of managing and responding to your requests, we will process certain categories of personal data – identification data, contact data, and order data – for the time necessary to handle your interactions properly.

Additionally, in compliance with DL No. 156/2005 of September 15, we provide the Complaints Book in digital format on this website, and the information processed there may be sent to the Competent Regulatory Authority.

3. To whom may we transmit your personal data?

Your personal data may be transmitted to partner companies (Subcontractors) whose participation is indispensable to ensure the proper functioning of our website and the provision of our services, namely IT, logistics, and communication companies. Whenever these companies process your personal data on our behalf and under our instructions, we ensure the same level of security and privacy in such processing.

MCH may need to transmit some of your personal data to Competent Authorities, by legal and/or judicial imposition.

4. What are your rights regarding personal data protection, and how can you exercise them?

As a data subject, you may, at any time, revoke any consents given and exercise your other data protection rights – the right of access, the right to rectification, the right to erasure, the right to restriction of processing, the right to data portability, and the right to object – by sending an email to the following email address: info@azora.store

Regarding the possibility of revoking any given consent, please note that this does not invalidate the personal data processing carried out until then.

It is important to use the above-provided email address and not another contact method (e.g., social media, DPO email, etc.) to exercise your data protection rights, as this ensures that AZORA STORE can centralize requests, guarantee secure processing, validate ownership properly, and provide an appropriate and timely response.

We will carefully analyze your requests, evaluating their legitimacy and relevance, and commit to responding within the legal timeframe for this purpose.

If you believe that we have not respected your rights, you can file a complaint with the National Data Protection Commission (CNPd):

Address: Av. D. Carlos I, 134 – 1.º, 1200-651 – Lisboa

Phone: +351 213 928 400

Fax: +351 213 976 832

Email: geral@cnpd.pt

V. How can you contact our Data Protection Officer (DPO)?

If needed, you can contact our DPO via the following email address: info@azora.store

VI. How do we protect your personal data?

We apply appropriate technical and organizational measures to protect your personal data, in accordance with best market practices.

Administrative, technical, and physical measures, technological controls, and procedures are adopted to prevent your personal data from being improperly or unauthorizedly used, accessed, disclosed, or destroyed.

Among others, we highlight some of the measures applied:

- Secure storage and transfer of your personal data;
- Protection of information systems through controls that prevent unauthorized access to your personal data;
- Implementation of mechanisms that ensure the safeguarding of the integrity and quality of your personal data;
- Continuous monitoring of information systems to prevent, detect, and impede the misuse of your personal data;
- Redundancy of storage, processing, and communication equipment for your personal data to prevent loss of availability;
- Periodic analysis to detect vulnerabilities or security flaws in information systems.

This Privacy Policy may be revised and updated at any time, with due information provided on this website.